'90 Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

- A2350-4U(A) 5/91

Daily Newspapers

Sunday Newspapers

Circulation

Readership

More than 113 million American and 8 million Canadian adults read a daily newspaper each day.

Newspapers play a unique and vital force in the daily lives of readers and advertisers by providing accurate, timely and useful information, facts and analysis that permit informed citizens the means to make effective and responsible decisions.

And newspapers play a vital role in protecting the rights and liberties of free citizens in a free society.

To fulfill their mandate in a free society, newspapers must remain strong and independent institutions, able to express their views and opinions free from economic or political restraint. Economic strength and constant vigilance are necessary to maintain that freedom.

This booklet highlights the posture of the newspaper business in 1989—compared with previous years.

Daily newspapers continue to lead all other U.S. advertising media with 26 percent of total U.S. advertising expenditures.

Advertising Revenues

Advertising expenditures in daily newspapers increased by 4 percent to a total of more than $32 billion, $5 billion more than all television services combined.

Newsprint

Daily newspapers totaled 1,626 in number with 530 morning and 1,123 evening newspapers, including 29 "all day" newspapers. Daily circulation remained at more than 62 million.

Employment

More than 113 million American adults read a daily newspaper every weekday and some 119 million read a Sunday/weekend newspaper.

Sunday newspapers increased to 847 in number and 62 million in circulation, an increase of seven newspapers and more than 500 thousand in circulation.

Newspaper employment increased an estimated 2,600 to a total of 447 thousand.

Weekly Newspapers

Weekly newspaper circulation increased by more than 2 million to a high of 55 million despite a decrease in total number of weeklies.

Total U.S. newsprint consumption increased slightly to 12.3 million metric tons. U.S. daily newspapers consumed 9.1 million tons, 74 percent of total consumption.

Canadian Newspapers

Canadian daily newspapers numbered 109 with average daily circulation of 5,824,736, an increase of more than 500 thousand over 1988 circulation.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1989

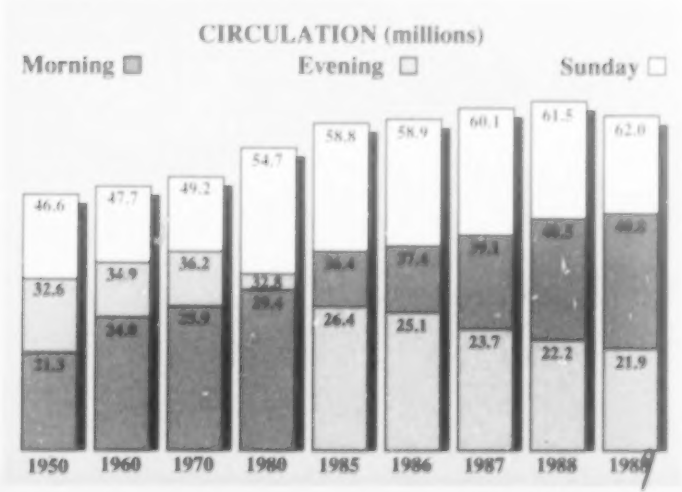
Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985	482	1,220	1,676	798
1986	499	1,188	1,657	802
1987	511	1,166	1,645	820
1988[2]	529	1,141	1,642	840
1989[3]	530	1,125	1,626	847

[1]There were 29 "all-day" newspapers in 1989. They are listed in both morning and evening columns but only once in the total.
[2]Revised figures
[3]Preliminary figures

Source: Editor & Publisher

Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1989



Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	35,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984	35,424,418	27,657,322	63,081,740	57,511,975
1985	36,361,561	26,404,671	62,766,232	58,825,978
1986	37,441,125	25,060,911	62,502,036	58,924,518
1987	39,123,807	23,702,466	62,826,273	60,111,863
1988[1]	40,452,815	22,242,001	62,694,816	61,474,189
1989[2]	40,759,016	21,890,202	62,649,218	62,008,154

[1]*Revised figures*
[2]*Preliminary figures*

Source: Editor & Publisher

Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1989

	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
Year	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1985	1,676	1,418	141	82	35	258	15.4
1986	1,657	1,408	135	77	37	249	15.0
1987	1,645	1,394	137	75	39	251	15.3
1988[1]	1,642	1,377	143	79	43	265	16.1
1989[2]	1,626	1,362	139	81	44	264	16.2

[1]Revised figures
[2]Preliminary figures
Source: Editor & Publisher

Daily Newspaper Reading Audience

Average Adult[1] Weekday and Sunday/Weekend Readers[2] 1970-1989

Year	WEEKDAY READERS				SUNDAY/WEEKEND READERS	
	Percent of Total Adult Population	Adult Readers (thousands)	Male (thousands)	Female (thousands)	Percent of Total Adult Population	Adult Readers (thousands)
1970	78%	98,183	46,659	51,524	72%	91,642
1973	73	98,803	47,127	50,876	68	90,088
1977	69	103,543	49,968	53,575	68	102,690
1980	67	106,043	52,559	53,484	67	106,740
1982	67	108,366	52,399	55,967	67	107,706
1983	66	109,363	52,933	56,430	66	108,352
1984	65	109,190	52,459	56,731	65	109,661
1985	64	108,812	53,718	55,094	65	110,255
1986	63	107,753	52,597	55,156	64	109,775
1989	64	113,337	56,018	57,319	67	119,349

[1]*Age 18 and over*
[2]*Based on Simmons Market Research Bureau national survey estimates*
Source: Newspaper Advertising Bureau

Single Copy Sales Price

U.S. Daily and Sunday Newspapers 1965-1989[1]

[1]Tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend.

DAILY

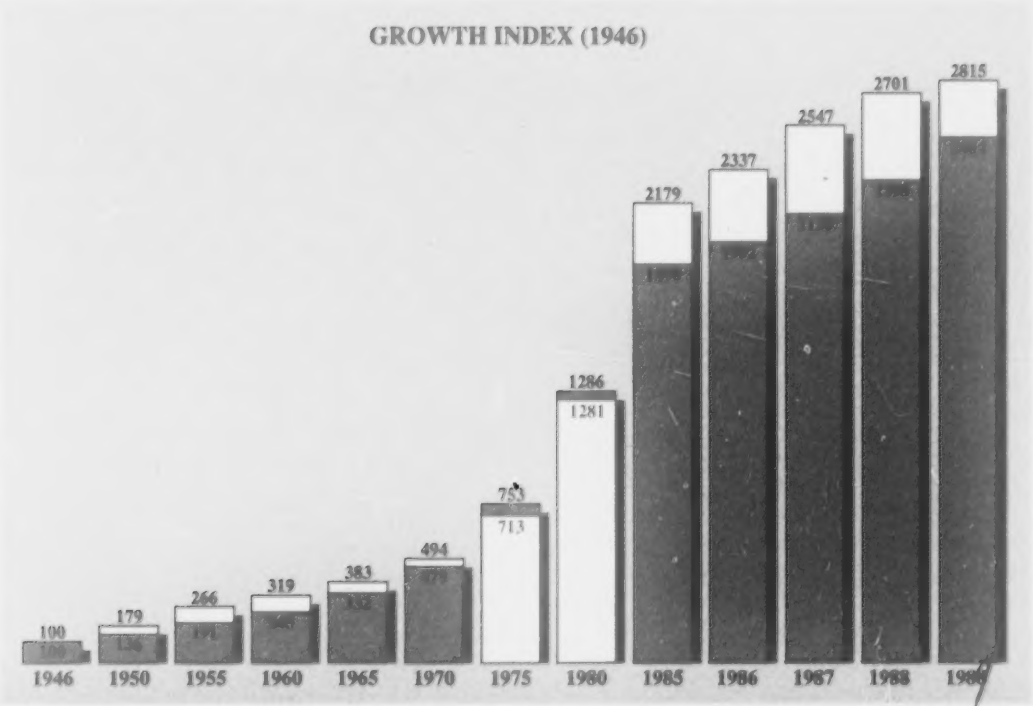
Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1985	—	5	31	84	1,245	130	169	3	4
1986	—	3	17	49	1,124	152	302	3	9
1987	—	1	15	32	1,024	145	400	3	21
1988	—	1	11	24	885	130	533	4	53
1989	—	—	9	15	767	99	653	15	64

	SUNDAY																			
Year	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00	$1.25	$1.50
1965	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—	—
1975	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—	—
1980	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—	—
1985	1	1	5	76	6	26	3	—	282	—	15	1	—	229	2	5	2	1	123	1	—
1986	—	—	1	64	4	18	4	—	262	—	11	1	1	254	—	4	2	2	144	14	—
1987	—	—	—	61	2	18	4	—	226	—	9	1	2	260	—	4	3	2	182	30	—
1988	—	—	—	59	1	14	2	—	208	—	4	1	—	264	—	4	2	—	199	72	—
1989	—	—	—	43	1	15	3	—	190	—	2	1	—	256	—	3	2	—	218	99	1

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1989



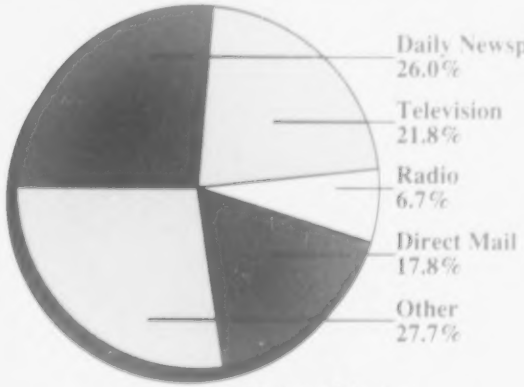
Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[3] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1280.8	2,732.0	1286.3
1985	3,352	21,818	25,170	2179.2	4,014.9	1890.3
1986	3,376	23,614	26,990	2336.7	4,231.6	1992.3
1987	3,494	25,918	29,412	2546.5	4,524.3	2130.1
1988	3,586	27,611	31,197	2701.0	4,880.6	2297.8
1989[2]	3,700	28,810	32,510	2814.7	5,233.3	2463.9

[1]*Revised figures*
[2]*Preliminary estimates*
[3]*Current dollars*

Source: U.S. Department of Commerce, McCann-Erickson Inc.

Newspapers' Share of Advertising Expenditures

1988 and 1989 Sales and Percentages



		1988[1] (millions)	% of Total	1989[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	31,197	26.4	32,510	26.0	4.2
	National	3,586	3.0	3,700	3.0	3.2
	Local	27,611	23.4	28,810	23.1	4.3
Magazines		6,072	5.1	6,750	5.4	11.2
Television	Total	25,686	21.8	27,215	21.8	6.0
	Network	9,172	7.8	9,260	7.4	1.0
	Spot	14,417	12.2	15,175	12.2	5.3
	Syndication	901	0.8	1,215	1.0	34.9
	Cable	1,196	1.0	1,565	1.3	30.9
Radio		7,798	6.6	8,385	6.7	7.5
Farm Publications		196	0.2	210	0.2	7.1
Direct Mail		21,115	17.9	22,175	17.8	5.0
Business Publications		2,610	2.2	2,765	2.2	5.9
Outdoor		1,064	0.9	1,115	0.9	4.8
Yellow Pages		7,781	6.6	8,355	6.7	7.4
Miscellaneous		14,531	12.3	15,360	12.3	5.4
Grand Total National		65,610	55.6	69,500	55.7	5.9
Grand Total Local		52,440	44.4	55,340	44.3	5.5
TOTAL—ALL MEDIA		118,050	100.0	124,840	100.0	5.8

[1]*Revised figures*
[2]*Preliminary estimates*
Source: McCann-Erickson Inc.

Advertising Content

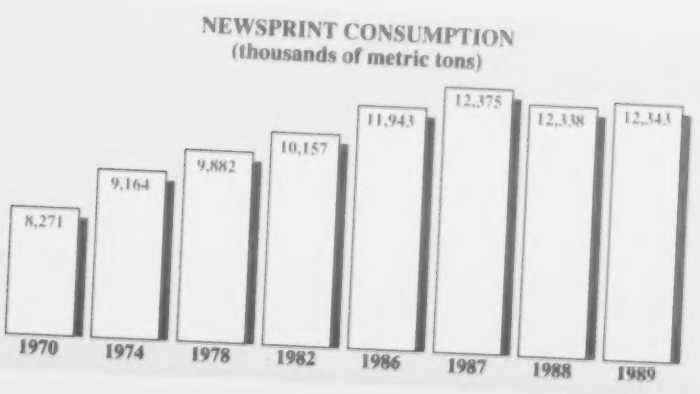
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1947-1989

Year	Morning	Evening	Sunday	Total
1947	56.2%	59.2%	56.0%	57.7%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.3	63.2	66.0	64.0
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985	60.4	59.7	69.4	62.8
1986	59.6	58.4	69.6	62.2
1987	59.4	57.6	69.6	62.0
1988	59.8	58.2	70.6	62.7
1989		(Not available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption[1] to National Economic Growth 1970-1989



Year	Newsprint Consumption[2]	Growth Index[2]	Real GNP[2]	Growth Index[2]
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,134	122.5	3,187.1	131.9
1981	10,206	123.4	3,248.8	134.5
1982	10,157	122.8	3,166.0	131.0
1983	10,604	128.2	3,279.1	135.7
1984	11,419	138.1	3,489.9	144.4
1985	11,572	139.9	3,618.7	149.8
1986	11,943	144.4	3,717.9	153.9
1987	12,375	149.6	3,853.7	159.5
1988	12,338	149.2	4,024.4	166.6
1989	12,343	149.2	4,143.7	171.5

[1]*30-pound basis weight*
[2]*Revised figures*
Source: ANPA, U.S. Department of Commerce

Newsprint Prices

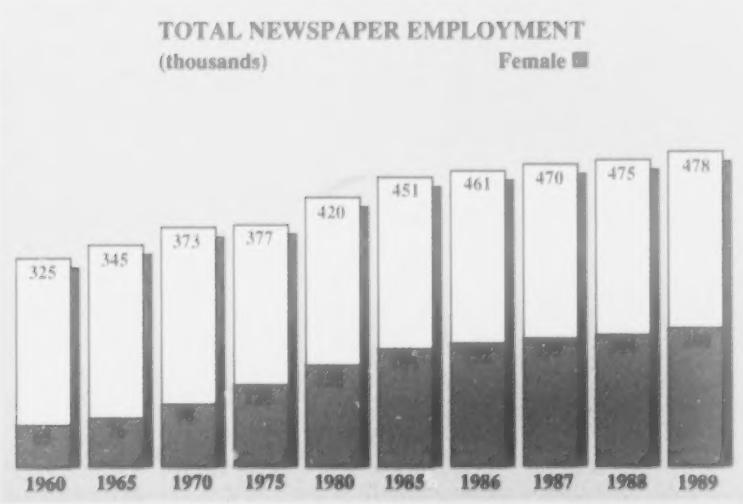
Newsprint List Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1989

Year	Price	Year	Price
1970	$179	1980	$440
1971	188	1981	500
1972	194	1982	469
1973	235	1983	500
1974	259	1984	535
1975	287	1985	535
1976	336	1986	570
1977	336	1987	610
1978	353	1988	650
1979	413	1989	650

[1]Prices cited in effect end of year, converted to 30-pound basis weight.
Source: ANPA

Employment

Comparison of Newspaper Employment to Total U.S. Employment 1947-1989



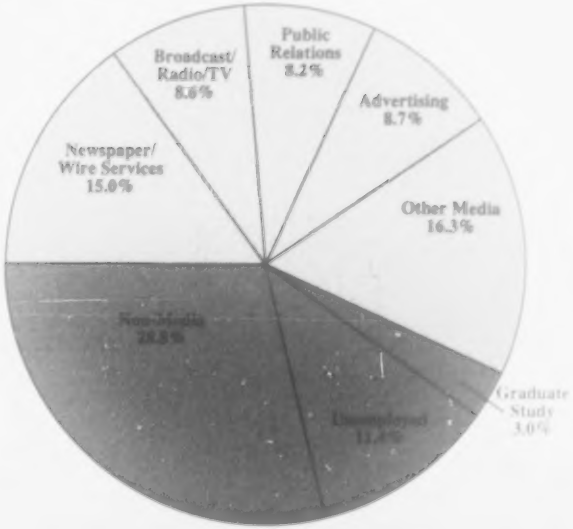
Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1985	450.5	266.5	184.0	181.3	107,150	187.9
1986	460.5	268.9	191.6	185.3	109,597	192.1
1987[1]	469.7	270.9	198.8	189.0	112,440	197.1
1988[1]	475.0	270.8	204.2	191.1	114,968	201.6
1989[2]	477.6	269.5	208.1	192.2	117,342	205.7

[1]*Revised figures*
[2]*Preliminary estimates*

Source: U.S. Bureau of Labor Statistics, ANPA

Employment

Journalism School Graduates
Where they went to work 1987-1988



	1987		1988	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	3,030	11.5	3,083	15.0
Broadcast/Radio/TV	2,582	9.8	1,768	8.6
Public Relations	2,582	9.8	1,685	8.2
Advertising	2,503	9.5	1,788	8.7
Magazines	395	1.5	514	2.5
Other Media	3,004	11.4	2,838	13.8
TOTAL—MEDIA HIRE	14,096	53.5	11,676	56.8
Graduate Study	1,871	7.1	617	3.0
Non-Media	7,220	27.4	5,920	28.8
Unemployed	3,163	12.0	2,344	11.4
TOTAL GRADUATRES	26,350	100.0	20,557	100.0

Source: The Dow Jones Newspaper Fund Inc./Ohio State University School of Journalism

U.S. Daily Newspaper Circulation— 1989's 20 Largest

	Average Daily Circulation[1]	
The Wall Street Journal	1,835,713	(m)
USA Today	1,325,507	(m)
New York Daily News	1,194,237	(m)
Los Angeles Times	1,107,623	(m)
The New York Times	1,068,217	(m)
The Washington Post	772,749	(m)
Chicago Tribune	720,155	(m)
Newsday	700,174	(all day)
The Detroit News	690,422	(all day)
Detroit Free Press	626,434	(m)
San Francisco Chronicle	556,196	(m)[2]
Chicago Sun-Times	535,864	(m)
The Boston Globe	516,031	(m)
New York Post	507,568	(m)
The Philadelphia Inquirer	504,903	(m)
The Newark Star-Ledger	460,117	(m)
Houston Chronicle	437,481	(m)
The Cleveland Plain Dealer	436,910	(m)
The Miami Herald	412,933	(m)
The Baltimore Sun	409,283	(m & e)

[1]*ABC FAS-FAX, Sept. 30, 1989*
[2]*ABC FAS-FAX, March 31, 1989*
Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1989's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.	6,022,929	82	5,689,876	64
Knight-Ridder Inc.	3,794,809	28	4,681,411	24
Newhouse Newspapers	2,997,699	26	3,784,926	21
Times Mirror Co.	2,626,259	8	3,144,142	7
Tribune Co.	2,608,222	9	3,428,671	7
Dow Jones & Co. Inc.	2,409,955	23	495,665	14
Thomson Newspapers Inc.	2,127,123	122	1,681,684	70
The New York Times Co.	1,919,094	27	2,461,966	17
Scripps Howard	1,570,957	21	1,755,627	11
Cox Enterprises Inc.	1,280,040	18	1,654,123	17
Hearst Newspapers	1,207,089	13	2,349,064	10
Media News	1,123,552	19	1,117,436	13
Freedom Newspapers Inc.	938,862	27	959,740	18
Capital Cities/ABC Inc.	898,927	9	931,852	5
The Washington Post Co.	826,871	2	1,187,863	2
Central Newspapers Inc.	824,782	7	968,534	4
Donrey Media Group	790,982	57	786,146	49
Copley Newspapers	767,955	12	768,725	6
McClatchy Newspapers	753,558	11	855,726	8
The Chronicle Publishing Co.	742,410	6	902,238	3

[1]*Average for six months ended Sept. 30, 1989*
Source: Morton Research, Lynch, Jones & Ryan; Audit Bureau of Circulations

Weekly Newspapers

U.S. Weekly Newspapers and Circulation[1]
1960-1990

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985	7,704	6,359	48,988,801
1986	7,711	6,497	50,098,000
1987	7,600	6,262	47,593,000
1988	7,498	6,894	51,691,451
1989	7,606	6,958	52,919,846
1990	7,550	7,309	55,181,047

[1]*Includes paid and free circulation newspapers*
Source: National Newspaper Association

Canadian Daily Newspapers

Total Number and Circulation 1946-1989

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1966	16	87	103	4,329,951
1971	24	89	113	4,826,870
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811
1986	31	82	110	5,681,850
1987	32	82	110	5,690,589
1988	34	81	111	5,735,124
1989	32	81	109	5,824,736

[1]There were four "all-day" newspapers in 1989. They are listed in both morning and evening columns but only once in the total.

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1989

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439[1]	$ 184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983	230,043	724,109	279,016	1,233,168	670.0	394,114	918.1
1984	276,734	766,377	310,169	1,353,280	735.0	431,249	1004.6
1985	311,910	803,001	359,839	1,474,750	801.3	464,446	1081.9
1986	336,839	866,731	422,911	1,626,481	883.7	489,929	1141.3
1987[2]	367,000	925,000	490,000	1,782,000	968.2	533,085	1241.8
1988[2]	422,000	990,000	549,000	1,961,000	1063.4	570,060	1329.0
1989			(Not available)				

[1] *Revised figures*
[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1986, MacLean-Hunter Research Bureau 1987-1989, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparisons of Various Media 1988 and 1989

		1988[2] (thousands)	% of Total	1989 (thousands)	% of Total
Daily Newspapers	Total	$1,961,000	24.4		
	National	422,000	5.3		
	Local	990,000	12.3		
	Classified	549,000	6.8		
Television	Total	1,248,100	15.5		
	National	975,519	12.1		
	Local	272,581	3.4	(Not available)	
Radio	Total	680,900	8.5		
	National	163,400	2.0		
	Local	517,500	6.5		
Weekend Supplements	Total	26,700	0.3		
Weeklies, semi, tri, etc.	Total	620,200	7.7		
(including controlled	National	41,100	0.5		
distribution)	Local	579,100	7.2		
Magazines, General		272,600	3.4		
Business Papers		176,900	2.2		
Farm Papers		21,200	0.3		
Directories, Phone, City		474,000	5.9		
Religious, School & Other		78,100	1.0		
Other Print	Total	1,811,400	22.6		
Outdoor	Total	658,800	8.2		
TOTAL ALL MEDIA		$8,029,900	100.0		

[1]Revised figures
[2]Preliminary estimates

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

More Facts . . .

More than 113 million American adults, 64 percent of the total adult population, read a daily newspaper on an average weekday.

More than 119 million, 67 percent, read a Sunday newspaper.

Eighty-seven percent of American adults read a newspaper at least once or more each week.

An average of 2.138 persons read each of the more than 62 million U.S. daily newspapers sold each weekday.

The average newspaper reader spends 62 minutes reading the Sunday newspaper and 45 minutes reading one or more daily newspapers.

Almost 8 million Canadian adults, 67 percent of the total adult population, read a daily newspaper on an average weekday.

Minority employees comprise 16 percent of the U.S. daily newspaper workforce according to a recent survey conducted for ANPA's Minority Opportunity Committee.

One hundred eighty-six fellowships to help minority newspaper employees advance in management positions have been awarded by the ANPA Foundation since its inception in 1971.

The Task Force on Minorities in the Newspaper Business now comprises 42 newspaper organizations.

Eighty-one percent of North American newspapers conduct Newspaper in Education programs; more than half plan to participate in National Literacy Day in 1990.

In March 1988, more than 270 U.S. newspapers participated in Newspaper in Education Week, involving more than 62,000 teachers and 2 million students.

More than 100 U.S. newspapers provide on new buildings, plant expansions and new equipment in 1988, a 25 percent increase over the previous year.

Newsprint consumption by all U.S. users in 1989 increased to 12,343,000 metric tons. Daily newspapers consumed 9,100,000 metric tons, about 74 percent of total consumption by all users.

In 1989, 37 percent of U.S. newspapers, more than 5 million short tons, were recycled into newsprint and other products including 1.1 million tons exported for recycling in other counties.

Some 1.5 million tons were recycled into newsprint, virtually all of which was used by daily newspapers.

Newspapers provide the second-highest level of tonnage of any recyclable material in the United States.

Newspapers have the third-highest recycling rate of any product in the United States.

Canadian readers spend an average of 58 minutes reading daily newspapers.

Advertising expenditures in U.S. daily newspapers increased by 4.2 percent in 1989 to a total of more than $32 billion, $5 billion more than all television services combined.

Daily newspapers lead all other U.S. advertising media with a 26 percent share of total U.S. advertising expenditures. Television services combined ranked second with 21.8 percent and direct mail was third with 17.8 percent.

Newspaper employment in the United States increased by 2,600 in 1989 to a total of 477,600 according to preliminary estimates from the U.S. Bureau of Labor Statistics.

Female employment increased by 3,900 in 1989. Women now constitute more than 43.5 percent of the total newspaper workforce.

online access to fulltext databases of their newspapers. Some 10 newspaper companies provide a variety of online services for business and professional markets. Two alone have more than 450,000 users, 12 percent of the online services market.

More than 70 newspapers offer voice information services. In addition, some 11 newspapers operate consumer videotex or information services accessible by personal computers. In just the past year, 10 newspapers began offering facsimile newspapers.

Daily newspapers are published in 1,516 U.S. cities. Ninety-three cities have two or more newspapers.

Forty-three U.S. cities have two or more separately owned, competing newspapers, including 19 cities with newspapers published under joint operating agreements.

U.S. and Canadian newspapers reported capital expenditures of nearly $1.6 billion

The predominant single-copy street-sale price of U.S. daily newspapers remained at 25 cents in 1989 with 767 newspapers (47%) selling at that price.

Eight hundred thirty-one U.S. dailies (51%) sold for more than 25 cents with 653 (40%) selling at 35 cents.

The average single-copy price for all U.S. dailies was 30 cents.

The predominant price for U.S. Sunday newspapers remained at 75 cents with 256 newspapers (31%) at that price.

Three hundred twenty-three Sunday papers (39%) sold for more than 75 cents while 255 (31%) sold for less than 75 cents.

The average price for a U.S. Sunday newspaper increased to 78 cents.

Newspaper groups own 1,233 daily newspapers, about 76 percent of total U.S. dailies and 82 percent of total circulation.

About

is an international trade association serving more than 1,400 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere, Europe and the Pacific. ANPA-member newspapers publish 90 percent of the total U.S. daily circulation and more than 80 percent of the daily circulation in Canada.

was founded in 1887 by executives from 46 U.S. and Canadian newspapers. Headquartered in New York City for 85 years, ANPA moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972.

ANPA Membership by Circulation
(As of March 30, 1990)

Circulation Group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	179	12.60
5,001-10,000	238	16.75
10,001-15,000	193	13.58
15,001-25,000	238	16.75
25,001-50,000	264	18.58
50,001-100,000	154	10.84
100,001-250,000	103	7.25
250,001-500,000	29	7.25
500,001-1,000,000	15	1.05
Over 1,000,000	8	0.56
	1,421	100.00

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

's mission is "to advance the cause of a free press, and to ensure that newspapers have the economic strength essential to serve the American people." In pursuing these goals, ANPA works:

- To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- To represent the newspaper business in dealings with the government, the courts and others
- To help newspapers strengthen their circulation and readership, editorial excellence, revenue sources, customer service, operating efficiency and printing quality
- To assist newspapers in meeting the challenge of emerging competition, particularly by anticipating and understanding socio-economic trends, and developments in technology and public policy, and by furthering workplace diversity
- To disseminate information to and about the newspaper business
- To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

Key issues identified by the ANPA Board of Directors for industry and ANPA attention are:

- The need to increase market penetration and reach varied demographic segments
- The need to achieve fair treatment from government at all levels
- The need to meet the challenge of new competitive technology by developing newspapers as gateways to all information, thereby expanding our audience and market share
- The need for ANPA to develop cost effective, coordinated and innovative programs for the industry
- The need to exploit technology to develop ways to control costs and improve quality
- The need to assist the industry in developing diverse human resources to be more effective in a competitive environment.

maintains close, cooperative relationships with other newspaper and journalism organizations. In addition to ANPA Foundation and ANPA Credit Bureau Inc., The Newspaper Center is headquarters for 12 other key newspaper organizations:

- American Association of Sunday and Feature Editors
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives

- International Newspaper Financial Executives
- International Newspaper Marketing Association
- National Association of Black Journalists
- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

serves the varied needs of its member newspapers through a number of departments.

business tax, postal and international matters.

Industry and Public Affairs—coordinates ANPA liaison with other national, state and regional newspaper business associations; coordinates interdisciplinary studies and programs within the newspaper business; conducts press and public relations functions of the Association; performs publications policy review and edits publications; responds to queries about the newspaper business and the Association from member newspapers, working press and the public.

Meetings Management—provides cost effective services to member newspapers and industry groups to reduce expenses of meeting participation at industry conferences, seminars, conventions and symposia; supports ANPA's cost saving programs for newspapers in hotel rates,

cooperative union management relations; conducts industry salary and minority/female employment surveys; supervises JOB-ANPA, the association's and industry's minority/ female job bank. Training services designs, develops and conducts experiential learning programs for all managerial levels in developing leadership and management skills, compensation and benefits planning and administration, strategic planning, and employee and labor relations.

Technical—consists of Technical Research and Technical Assistance. **Technical Research** initiates design, development and construction of prototype equipment or systems; evaluates new ideas, concepts, equipment and designs; develops computer hardware and software for newspapers; develops raw material improvements such as ink and newsprint; develops testing procedures. **Technical Assistance** provides technical expertise, testing and advice in

Membership — maintains close contact with member newspapers to ensure that they are aware of all ANPA services available to them and to expedite their service requests; develops cost-saving programs to encourage membership.

Circulation and Readership — monitors and reports on all matters pertaining to circulation and readership, develops and produces materials to assist newspapers in their circulation and readership programs; maintains bibliography of publications in this specific interest area.

Legal and Government Affairs — represents the interest of newspapers before the courts, legislative bodies and regulatory agencies of government both at state and federal level; monitors and provides member newspapers with information on legal and government issues affecting newspaper operations including free press, airline travel discounts, car rental discounts and ANPASURE® casualty insurance.

presstime® — monthly journal of ANPA, covers all aspects of the newspaper business; includes in-depth analysis of current issues and trends in the business; keeps member newspapers abreast of the activities of the Association.

Human Resources — tracks trends and provides information to assist newspapers in: designing and developing pro-active employee relations programs, policies and procedures in areas such as compensation and benefits, EEO and affirmative action, wage and hour matters, recruitment selection and placement and independent contractor status; formulating labor relations policies, developing contract negotiation strategy, support in arbitration preparation and advice on establishing areas such as environmental monitoring, OSHA compliance, in-plant consulting and evaluation of technical operations, technical training in existing and new technology, ink and paper testing. Technical also manages and conducts the annual ANPA Technical Exposition and Conference and gathers and disseminates technical information through presstime and other association publications.

Newsprint — works to ensure that newspapers have an adequate supply of newsprint at a fair price by monitoring and publishing information on newsprint consumption. Additionally, it monitors and responds to questions about newsprint supply, prices, production, mill capacity including latest recycling projects, labor negotiations, tariff laws affecting newsprint, kenaf development, newsprint mill ownership; and manages the ANPA/ ICMA Safe Driving Campaign.

Telecommunications Affairs—tracks new competitive and technology developments; analyzes industry trends and identifies new business opportunities; conducts industry research, sponsors seminars, and evaluates new information technologies and competitive services.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education and literacy programs; to enhance opportunities for minorities in newspapering; to develop and strengthen public understanding of a free press; to advance professionalism of the press.

sponsors two major meetings annually for its members:

- The Annual ANPA Convention includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

  1990—Los Angeles, April 23-25
  1991—Vancouver, May 6-8
  1992—New York City, May 4-6
  1993—Boston, April 26-28
  1994—San Francisco, April 25-27
  1995—New Orleans, April 24-26

- The Annual ANPA Technical Exposition and Conference combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

  1990—Las Vegas, June 16-20
  1991—Las Vegas, June 8-12
  1992—Atlanta, June 6-10
  1993—New Orleans, June 12-16
  1994—Las Vegas, June 4-8
  1995—Las Vegas, June 10-14

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Journal of the American Newspaper Publishers Association

Read presstime regularly to keep abreast of
important trends and developments in
all aspects of the newspaper business.

Advertising Information
(703) 648-1074

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TO ADVANCE THE CAUSE OF A FREE PRESS

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(703) 648-1000